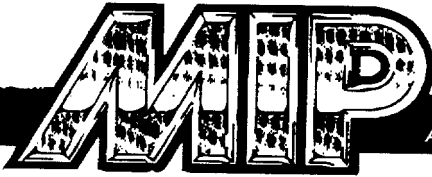


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ADVERTISING & PRODUCTIONS

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

January 14, 2000

99-25

Commissioner Ness  
Federal Communications Commission  
The Portals  
455 Twelfth Street S.W.  
Washington, DC 20554

Dear Commissioner:

I felt compelled to write you in regard to the creation of the Low Power FM (LPFM) radio service.

It has come to my attention that the FCC intends to vote at its Jan 20th meeting and that the intention is to provide for only non-commercial stations with a maximum power of 100 watts.

How could LPFM stations survive? At such a small power output, these stations would most certainly have to sell commercial airtime to financially support themselves. Non Commercial would kill LPFM before it ever got off the ground..

I keep asking myself, what possible reason can the FCC have for not permitting commercially supported LPFM stations? I keep hearing about the political pressure of the NAB, and their fear of competition. But give me a break here, what kind of real competition could come from a 100 watt station? By making it Non-Commercial, it would doom its very existence from the very start. That's why it's imperative that you reconsider your decision on this matter. There is no good reason to make LPFM non commercial and thus taking away its ability to support itself.

I'm also a real advocate for the small businesses that would benefit from LPFM commercial stations.. I work in the advertising business, I know what kind of rates these "Mega Stations" command. An LPFM station, selling commercials for only a fraction of the cost would truly benefit these small businesses. They could afford to advertise on their "Local LPFM stations". This is truly a "Win-Win" scenario. And isn't that what Small Business in America is all about?

And what about all the thousands of people that filed comments supporting the creation of LPFM, allowing for both commercial and non-commercial operation as set forth in your original NPRM?. The public has spoken on this matter and to ignore this would be a travesty.

They say the FCC is caving in to the political pressures of the NAB. I just can't believe you want to see LPFM die before it even gets off the ground. You know as well as I do, making it non-commercial will kill it. The NAB really has nothing to worry about here. Small LPFM commercial stations will only take a small fraction out of their huge pie. I don't blame them for what they are trying to attempt. If I had all the marbles and the power to stop it, I wouldn't want anyone else to play either. But competition is what made this country great and I know you'll do the right thing for the little guy.

Respectfully,

Gary Lee Shriver

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